

# Colour

Colors Color with Purpose Clarity, Focus, Brand Expression In the Play+ ecosystem, color is a primary method of communication. It is engineered to be intuitive and accessible while creating a distinct and engaging brand experience. This system is designed to provide clarity, guide user attention, and build a consistent visual language across all platforms. Core Color Principles ■ Our approach is guided by four principles to ensure consistency, usability, and expressive brand articulation. Principle Design Guideline Developer Implementation Systematic Use a token-based system for all colors. Avoid raw hex codes. Reference only tokens (e.g., ``$color-background-surface``) to enable system-wide theme changes. Accessible All text/UI color combinations must meet WCAG 2.2 AA contrast standards by default. Use pre-validated token pairs. Automate checks in CI/CD pipelines using tools like Axe. Intentional Apply color purposefully to guide the user and reinforce hierarchy. Link functional tokens to logic/state (e.g., focus, error, success). Expressive Use brand colors strategically to inject personality and create memorability. Apply accents/gradients to impactful moments like hero areas or success messages. The Core Palette ■ The selection of our core palette was informed by a brand strategy session focused on amplifying our Engaging and Distinct pillars. The result was the "Kinetic Flow" direction—a concept built around vibrancy and momentum. This led to the adoption of a more expressive palette that supports a dynamic and modern user experience while being anchored by a robust, accessible foundation. Principle Color Description Token Light Dark Primary Pink Used for key actions, links, highlights, and active states ``$color-primary-default`` ``#E91E63`` ``#ED4B82`` Secondary Purple Used for secondary actions, illustrations, and accents ``$color-secondary-default`` ``#9C27B0`` ``#BD6ECA`` Tertiary Deep Purple Used for layout variety and tertiary-level UI ``$color-tertiary-default`` ``#673AB7`` ``#8561C5`` Semantic Colors ■ For conveying statuses like success, warning, and error. Must be used with icons or text. Use Case Token Light Dark Success ``$color-feedback-success`` ``#4CAF50`` ``#81C784`` Error ``$color-feedback-error`` ``#F44336`` ``#E57373`` Warning ``$color-feedback-warning`` ``#FF9800`` ``#FFB74D`` Info ``$color-feedback-info`` ``#2196F3`` ``#64B5F6`` Success Success: Operation completed Information Info: Additional details Warning Warning: Please review Error Error: Something went wrong Neutrals ■ Base colors for background, surface, borders, and text. Role Token Light Dark Primary Text ``$color-text-primary`` ``#6B7280`` ``#D1D3D8`` Surface ``$color-background-surface`` ``#FFFFFF`` ``#2D3036`` Border ``$color-border-default`` ``#BBBEC5`` ``#4C515B`` Color Scales for Systematic Theming ■ To support consistent

theming across light and dark modes, each core color follows a 0–900 tonal scale. These scales allow us to generate meaningful variants for hover, disabled, background, and text states.

**Light Theme Dark Theme Light Button States** ■ Normal → Hover → Active Usage Tip: In dark mode, reverse the tonal mapping: values like 700 or 900 become the new base, while lighter tones are used for disabled or background elements.

**Primary Palette Persona Variations** ■ To demonstrate our Metamorphic soul, we support theme variations aligned to different user personas.

**Persona 1: The Creator** ■ Bold, expressive, high impact Color Token Light Dark Rose `color-primary-default` `#FA709A` `#FBADAE` Marigold `color-primary-hover` `#FEE140` `#FEE765` Soft Pink `color-primary-active` `#FDB5C8` `#FDC4D3`

**Light Theme Dark Theme Persona 2: The Analyst** ■ Professional, precise, trustworthy Role Token Light Dark Base `color-primary-default` `#007AFF` `#339DFF` Hover `color-primary-hover` `#0062CC` `#66B8FF` Active `color-primary-active` `#004C99` `#8CCBFF`

**Light Theme Dark Theme Persona 3: The Minimalist** ■ Calm, focused, understated Role Token Light Dark Base `color-primary-default` `#228B22` `#3CB371` Hover `color-primary-hover` `#1A691A` `#66C28A` Active `color-primary-active` `#124712` `#8FD1A8`

**Light Theme Dark Theme Gradient Usage:** The Science of Smooth Color ■ Gradients represent our brand's Fluid soul. Well-crafted gradients feel seamless, natural, and immersive.

**Best Practices** ■ Bold, expressive, High impact Application & Implementation ■ Theming & the 'Metamorphic' Soul ■ \$ color-primary-default : #e91e63 ; \$ color-secondary-default : #9661f1 ; \$ color-tertiary-default : #9661f1 ;

**State Changes** ■ State Light Mode Dark Mode Hover 10% darker 10% lighter Active 20% darker 20% lighter Disabled Neutral color @ 40% opacity Same Accessibility ■ Guidance for Customization ■ Pick a Primary Color Ensure 4.5:1 contrast with Color-Primary-default Choose a Complementary Secondary Validate Full Palette Run contrast tests with token pairs

**Guardrails** ■ Color in Motion ■ Motion paired with color can guide, reassure, or delight. Use subtle color transitions to communicate system state changes or reinforce engagement.

**Motion Use Example** On Hover Fade-in with slight tint change On Load Accent color streak or shimmer On Success Color pulse combined with checkmark

**Final Notes & Next Steps** ■ Color is more than aesthetic—it's semantic, strategic, and sensorial. In the Play+ system, we use color not only to create clarity and cohesion but also to evoke emotion and drive action. When applied with precision and intent, color becomes a silent interface—guiding, informing, delighting. This guide is not just a rulebook—it's a living contract between your brand and your users. Use it to create immersive, inclusive, and unmistakably Play+ experiences.

```
$color-primary-default: #e91e63;  
$color-secondary-default: #9661f1;  
$color-tertiary-default: #9661f1;
```